

ABSTRACT

5 A method and system for obtaining consumer preferences over a
communication network from consumers. The system searches the product
database for products or services based on consumer's search criteria. The system
displays the products or services and/or advertisements related to the consumer's
search criteria in accordance with the ranking parameter(s) specified by the user.
The consumer's preferences, i.e., the search criteria and the ranking parameter(s),
are stored in the database for future references, e.g., determine consumer trends,
10 etc.

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